

# Selling Skills



An essential framework for sales success. The Professional Selling Skills Training program promotes a modern and consultative approach to sales, whilst ensuring that attendees gain a full understanding of core sales skills.

The course is ideal for those new to sales or more experienced sales people who have never undertaken any formal sales skilling training & may just need a refresher.

**"You don't have to compromise your integrity to sell. You simply have to find and emphasize the things that unite you instead of the things that divide you."**

**- John J. Johnson**

## Course Content

- \* Introduction to sales management
- \* The selling process
- \* The sales manager's role
- \* Time and territory management
- \* Needs analysis and presentation
- \* Decision making
- \* Delegation
- \* Ethical and legal issues
- \* Motivation
- \* Sales meeting
- \* Handling Q & A/Evaluation and Feedback



July 16- 20, 2018  
Monday, Wednesday & Friday  
6:00 pm to 9:00 pm  
Learning Investment: PKR 6,000/-  
Early Bird Discount of 10% on registering before  
June 9, 2018  
@IBA City Campus

## Expected Audience

New or experienced sales professionals looking to develop skills and techniques within a consultative sales framework. The course outlines the key stages of the sales process, providing tools and techniques to complete each stage successfully.

## About the Trainer

**Subhan Sharif** practices pro-activeness and innovation to his personal and professional life. A lifelong learner, he has completed his graduation from University of Karachi, also achieved trainings from Manchester College Of Professional Studies in Information Technology Manchester UK , Central School of Professional Studies in Business Administration, London UK and Pakistan Institute Of Tourism And Hotel Management, Karachi, PK. He also holds the proud honor of achieving a scholarship from University of Oxford.

Journey from IBA to OXFORD was a nice learning experience for Subhan as he explains among many of his certifications. He names a few like Personal Coaching from The Coaching Academy at Manchester, UK and PRINCE 2 from Maven Trainings Certification at Leeds, UK and Strategic Marketing & Marketing Management from Institute Of Business Administration.

Different companies in corporate sector engage him to train their employees and Educational institutes including universities invite him to speak to their audience.

## Key Areas Covered:

1. How to start to arouse interest both on the phone and face to face
2. How to develop and reveal real needs
3. How to control the conversation
4. Understanding the buying process
5. How to target and overcome objections
6. How to obtain that final commitment
7. How to present your sales message effectively
8. Understanding preferred selling styles
9. How to use advanced questioning skills

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